

# Mergers & Acquisitions

## Brand Ready. Day One.

**The Challenge:** Every merger or acquisition comes with a brand problem: two organizations, dozens of touchpoints, and one unified identity that needs to show up consistently across every location and team, fast.

**The Solution:** Systemax manages every branded asset, physical and digital, under one roof. One partner, one system, on brand from day one.

### Your Rebrand, Handled.



**Brand Asset Management (BAM):** Centralized storage, real-time inventory tracking, and national/international distribution of all physical and digital brand assets, including custom hub sites with print-on-demand, variable data templates, and approval workflows.



**Apparel, Print & Promotion:** Branded apparel, updated print collateral, and promotional products produced to spec and deployed across every location.



**Environmental Branding:** Design, production, and installation of signage, lobby displays, and wayfinding at every branch and office.



**Full-Service Marketing Agency:** Strategy, creative, photo and video, direct mail, and digital advertising, all telling one consistent brand story across every channel.



**Custom Kits & Welcome Packages:** Branded onboarding kits that unify newly integrated teams from day one.



### Recommended Rollout Phases:

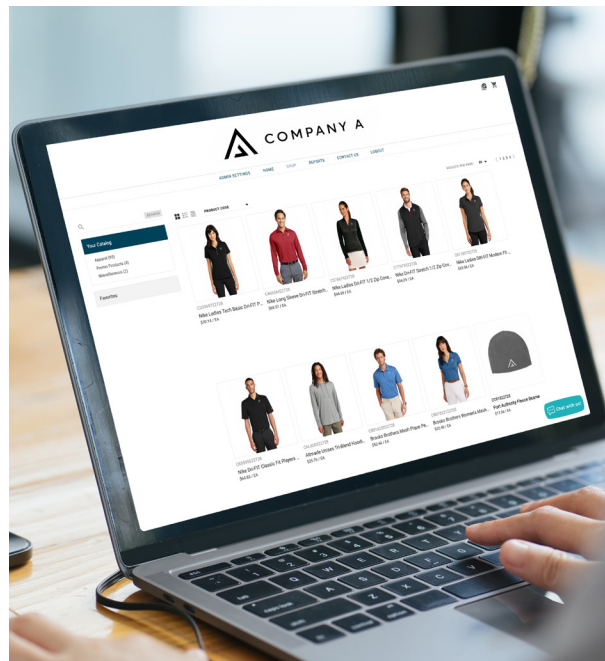
- 1. Immediate:** Digital assets, website, email, social profiles
- 2. High Visibility:** Location signage, environmental branding, client-facing apparel
- 3. Mid-Tier:** Internal templates, sales and business development collateral
- 4. Ongoing:** Promo products, event materials, branded merchandise

# Mergers & Acquisitions (Cont.)

One Partner. Every Touchpoint. Zero Brand Chaos.

## Why Systemax for Mergers & Acquisitions

- **One Roof, Zero Runaround:** Instead of managing a different vendor for every service, your entire rebrand runs through one team aligned to one set of brand guidelines.
- **Speed & Scale:** Same-day shipping and real-time inventory tracking across national and international locations.
- **Built-In Brand Control:** Approval workflows and controlled access keep off-brand materials from ever reaching a location, no matter how many teams are ordering.
- **Multi-Location Expertise:** We understand the logistics of rebranding across multiple sites and have the experience to back it up.
- **Predictable Agency Costs:** Our retainer model uses fixed-point pricing with no hourly billing and no surprise overages on creative and marketing work.



## Services at a Glance

- BAM + Hub sites & storefronts
- Apparel & promo products
- Environmental branding
- Print-on-demand
- Digital advertising
- Photo, video, & creative
- Direct mail & collateral
- Custom kits & gifting

Ready to take the complexity out of your brand transition?

Two organizations, one brand. Let's get you there.